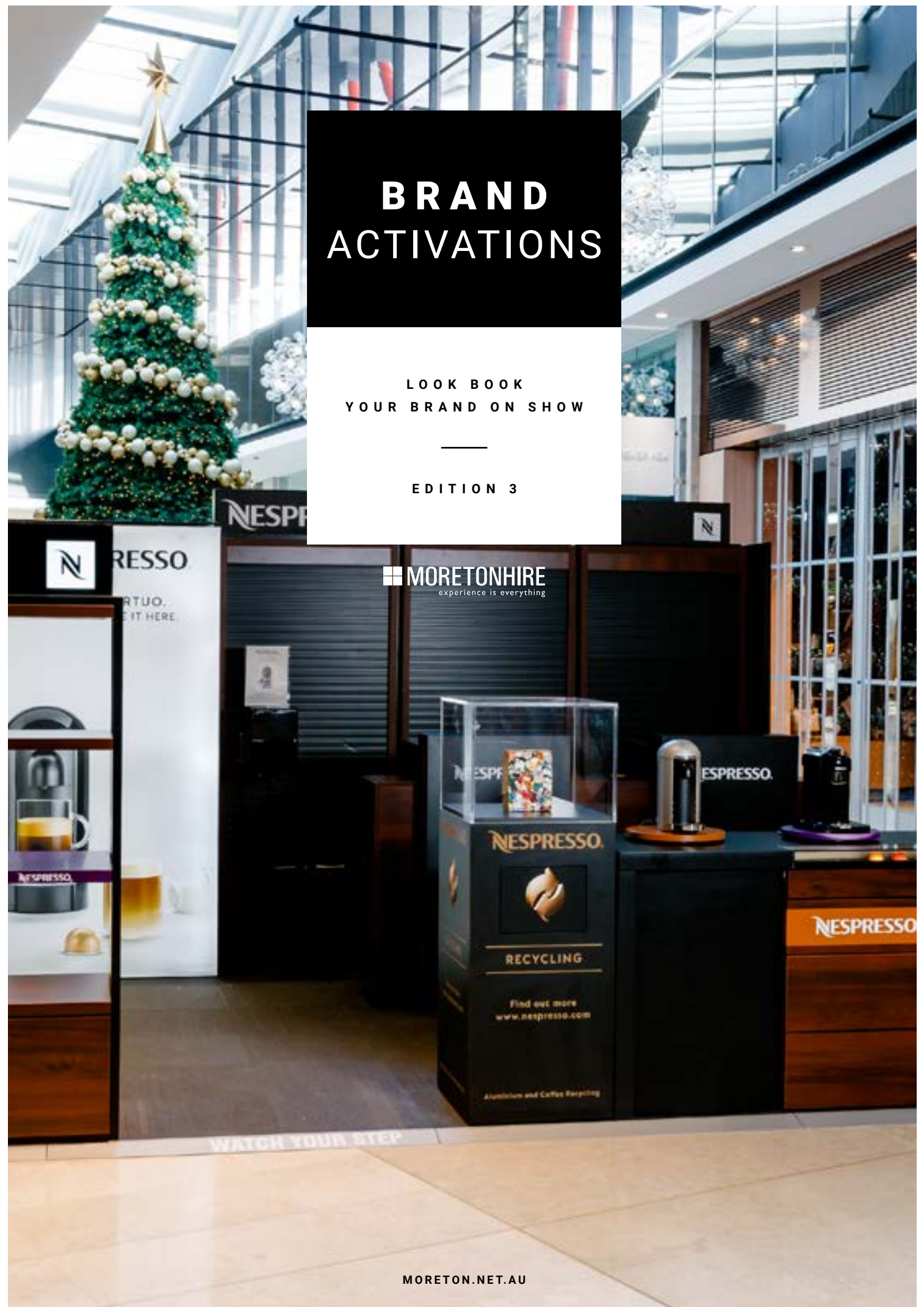


BRAND ACTIVATIONS

LOOK BOOK
YOUR BRAND ON SHOW

EDITION 3

 **MORETONHIRE**
experience is everything





MORETON HIRE

EXPERIENCE IS EVERYTHING

Every touch point with your customer is critical. At Moreton Hire, we understand that each experience with your audience must align with your brand and its products. This is where brand activations step in, ensuring your company is being recognised and remembered for all the right reasons! This can come in many forms – from marketing campaigns, product promotions, brand awareness activities and customer events. Partner with Moreton Hire to elevate your brand presence and reach your target audience in a custom way!

**EXCEPTIONAL PRODUCTS, ON TREND
SOLUTIONS THAT MAKE YOU LOOK GOOD!**



BRAND ACTIVATIONS

What is a brand activation?

Brand activations are extremely effective in getting the word out to consumers when a new product or service is launched or to increase awareness surrounding an entire brand. This will elevate your brand in the eyes of your consumers in an interactive way that, ideally increases engagement and creates lasting impressions and positive feelings towards your overall brand.

MORETON HIRE'S Top 5 tips

FOR BRAND ACTIVATION BEST PRACTICE

1

BOOST SALES

Use your brand activation to boost sales by linking the event directly to a new release or product launch! Install Moreton Hire's range of **cabinetry** to showcase your product and services?



LOCATION! LOCATION!

Enact your brand activation in a setting that makes sense for the product you're trying to promote. Our range of **marquees** offer your business the solution to hold your brand activation in any location! From sand to land, we have the temporary infrastructure for you!

2



3

HERO YOUR BRANDING

Use your branding to your advantage! Brand colours, logos and slogans are the ultimate way to make sure your audience leaves your activation remembering who you are and what you do! Engage our **custom solutions** team to custom brand your marquee, furniture and accessories to ensure you aren't forgotten.



CREATE EXPERIENCES

Give your audience an experience they will never forget! Shake things up from the repetitive nature of traditional marketing in a way that will form a lasting connection with your audience and your campaign. Our **specialist team** are experienced in creating connections and memorable experiences. From sporting events to shopping centre pop-ups, coffee carts to festivals, engage our event management specialists to custom design your pop-up.

4



5

FINISHING TOUCHES

Consider a full fit-out activation that heroes your brand! From furniture hire to theming and styling, tie the complete look together for a cohesive and striking event.



BRAND ACTIVATIONS

Shopping centre pop-up

Get the premium look with a shopping centre brand activation. Pop-up activations in shopping centres or high footfall spaces are the ideal solution for launching temporary activities for seasonal holidays, product launches or brand awareness activities. Moreton Hire can help create a pop-up to attract shoppers from all angles. Experiential marketing is an effective way to engage your customers and create emotional attachment to your product or service.







Mobile,
practical and
truly unique.





BRAND ACTIVATIONS

Major activation

The ultimate structure for when you want to make MAXIMUM impact! Our Emporium is the perfect temporary structure to hold your product launch, activation or pop-up shop at the next sporting event or festival.



BRAND ACTIVATIONS

Temporary structure

The temporary structure that looks like a building – our KUBO can transform your activation and wow your clientele. Build this beauty wherever you please and hold your next product launch or activation in the location of your dreams.



WOW
your
clientele

Marquee activation

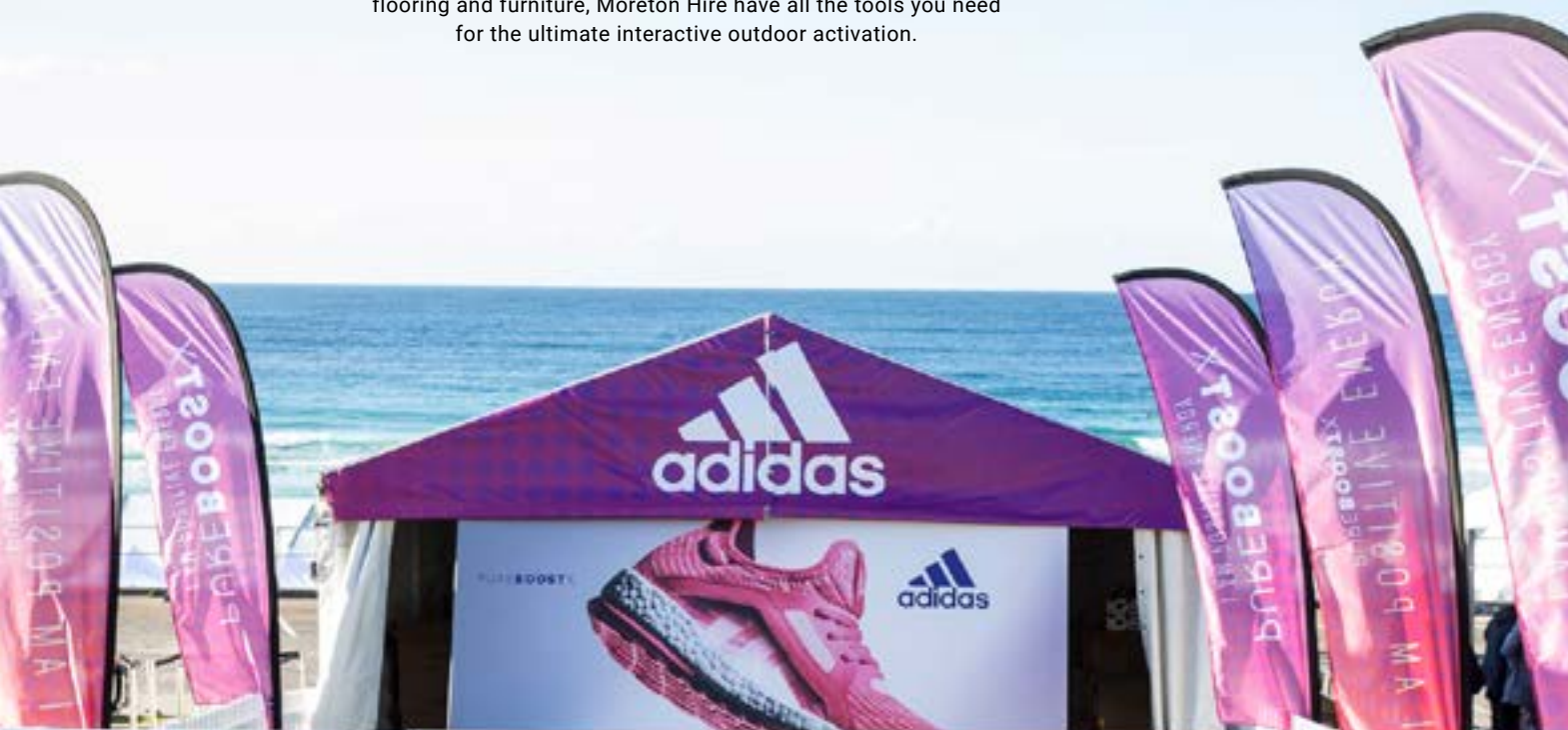
Our marquees are the perfect place to host your guests. Make it your 'meet & greet' area when you are showcasing at the next big event or host a pop-up in a location without infrastructure! Moreton Hire have a variety of marquees to choose from, with the freedom to make it your own with custom gable signage or other endless opportunities.



BRAND ACTIVATIONS

Outdoor activation

Planning an interactive activation in the great outdoors? From marquees, outdoor fencing, creative signage solutions, flooring and furniture, Moreton Hire have all the tools you need for the ultimate interactive outdoor activation.





Grab attention
with 360°
of branding





BRAND ACTIVATIONS

Themed activation

Stay on brand with a themed activation! Mix and match your brand colours and choose from our selection of furniture and accessories to bring your branding to life.





“
Maintain a
consistent brand
image for
maximum
impact

BRAND ACTIVATION

Exhibition stand

Exhibiting or sponsoring an upcoming industry exhibition? Custom exhibition stand building is one of Moreton Hire's areas of expertise and a brand activation in an exhibition space can make sure your business is perfectly represented at the next exhibition.





**BRAND
ACTIVATIONS
LOOK BOOK**

EDITION 3

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